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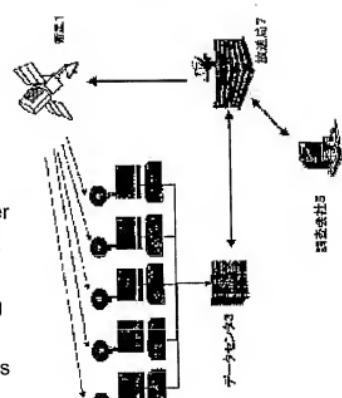
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54) SYSTEM FOR MARKETING RESEARCH

57)Abstract:

PROBLEM TO BE SOLVED: To provide a system for marketing research, which can obtain a large number of samples at a low cost and at the same time, and ensures the person easily.

SOLUTION: A formed research program is transmitted to a satellite 1 (broadcast satellite, communication satellite, etc.), from a broadcasting station 7, and broadcast via the satellite 1 to a television 403 with a tuner 415 set in each viewer family. Answer data from viewers (targets) about questionnaire items assembled in the research program are collected and stored by a data center 3. A data obtaining server 417 of a broadcasting station 7 obtains the answer data from the data center 3. After the answer data are analyzed by a research company 5, a research report is



livered to a research orderer company.